

**CALIFORNIA CHILDREN AND FAMILIES COMMISSION  
FIRST 5 CALIFORNIA**

**SEPTEMBER 2002 COMMISSION MEETING**

**SACRAMENTO, CA**

**September 19, 2002**

**HIGHLIGHTS**

**1. Call to Order**

The monthly meeting of the California Children and Families Commission was called to order by Vice Chair Kim Belshé at 9:10 a.m.

**2. Roll Call**

Commissioners in attendance: Vice Chair Kim Belshé, Elizabeth Rice Grossman, Sandra Gutierrez, Karen Hill-Scott, and Ex-Officio Member Genie Chough.

**3. Approval of Minutes – July 18, 2002**

Minutes from the July 18, 2002 Commission meeting were approved. The final minutes have been posted on the State Commission's website ([www.ccfc.ca.gov](http://www.ccfc.ca.gov)) for review.

**4. Chairperson's Report**

Vice Chair Belshé reported the following:

- **New Ad Campaign**

- The Commission launched a new "First 5 California" media campaign this summer, with a focus on promoting the Kit for New Parents. It includes two ads on early childhood development, and two ads with anti-smoking messages.
- Requests for the Kit made through the Commission's 800-KIDS-025 phone line totaled 42,000 in July and 34,000 in August, with about 1500 requests per day.
- There are 15 ads currently running on TV in 6 languages: English, Spanish, Vietnamese, Korean, Cantonese, and Mandarin.

- **Priority Focus Areas for the Commission**

In February 2002, the State Commissioners selected five focus areas that they were interested in further exploring for potential program and policy development.

These areas are:

- Oral Health
- Informal Care
- Migrant and Seasonal Agricultural Farmworker Families and their Children
- Children with Disabilities and Other Special Needs
- Children's Mental health

Subsequently, the establishment of a research agenda was added as another focus area.

Vice Chair Belshé reported that over the past few months, staff have been researching each of the focus areas topics and working closely with county commissions and other experts to develop a series of options and recommendations on how the Commission could support and make a contribution in each of these focus areas. The progress on each focus areas varies, but it is anticipated that the Commission will begin to take action on the focus areas beginning in October.

- **Update on Master Plan for Education**

- The final Master Plan for Education document is now complete and available on the Senate website ([www.sen.ca.gov/masterplan](http://www.sen.ca.gov/masterplan)).
- There was no vote taken by the Joint Committee; rather, and in the interest of time, individual members' signatures were collected to adopt the report.
  - Sixteen of the eighteen members signed; of those, four wrote accompanying letters of dissent regarding particular recommendations with which they disagreed.
    - Two of the dissent letters mention early education recommendations (among other recommendations) that those members believe are problematic.
    - All but two of the School Readiness Working Group's recommendations are in the final Master Plan: family leave and school readiness plans to be done by schools.
    - Importantly, the first three recommendations of the Master Plan are from the School Readiness Working Group's report:
      - 1) preventive health screening and assessments;
      - 2) neighborhood-based school readiness centers that give families access to essential services to meet young children's developmental needs; and
      - 3) voluntary access to formal preschool programs.
  - The Master Plan will now be submitted to both the Senate and the Assembly as an officially adopted report.
- The life of the Joint Committee to Develop a Master Plan for Education has been extended for two more years, so the Joint Committee members will be determining priorities for legislation to implement the Master Plan.

## 5. **Executive Director's Report**

Jane Henderson reported on the following:

- **First 5 Logo Implementation**

Twenty-seven county commissions have adopted the First 5 name and logo. Several others are incorporating First 5 into their existing names and logos and some have yet

to determine which direction they will take. The State Commission will continue to be called the California Children and Families Commission, as that is the name specified for the State Commission in the Prop 10 statute, but First 5 will become its primary identifier with some transition.

- **Kit for New Parents Shipping**

When the State Commission launched its latest round of ads with promotion of the Kit for New Parents as a key element of those ads, it triggered a dramatic increase in order volume (42,000 kits were ordered from our hotline in July alone). Due to this large increase, there were some complications in fulfilling some of the orders from the hotline and from county commissions. The State Commission is currently working with its contractor, the Office of State Publishing, to ensure that they can accommodate a higher number of orders (The state freeze on hiring staff is part of the cause). Large orders should take about four to six weeks to fill; small orders, about two weeks.

- **Transfer of Knowledge Symposium**

The California Children and Families Commission/First 5 California is co-sponsoring a Transfer of Knowledge Symposium in Sacramento on November 15, which is being spearheaded by the Child Development Policy Advisory Committee. Other sponsors include the State Departments of Developmental Services, Education, and Social Services, as well as the Interagency Coordination Council for Children with Disabilities, WestEd, Early Start, Family Resource Center/Network of California, University of Southern California/University Affiliated Programs, California State Library and others. The Symposium is being designed to bring local leadership teams from each county to address issues of child care for children with disabilities. County commissions are encouraged to participate.

- **Universal Access to Preschool**

- In addition to the Los Angeles County First 5 Commission, several other county commissions are considering investment in universal access to preschool. The San Mateo County Commission has done a detailed feasibility study, and reports that the community will work with the local commission to possibly develop a prototype program. The San Mateo County Commission has committed \$1 million per year for 10 years to this effort, with plans to leverage or raise funds from additional sources.
- The Mayor of Chicago in September unveiled a universal preschool initiative. In his 5-year plan, Mayor Daley wants to ensure that every 3- and 4-year-old in Chicago, regardless of family finances, has the chance to attend preschool for at least part of the day.

- **Statewide Evaluation**

- The statewide evaluation contractor, SRI International, has analyzed Evaluation and Technology Surveys that were received from 54 counties.
- SRI has also released to counties a Child, Family, & Community Indicators Reference Guide to assist counties in completing their Indicator Survey. The

survey is being used to get input from the counties as to the importance/meaningfulness of a range of indicators for statewide evaluation, the types of indicators they are currently collecting data on, and the feasibility of collecting additional indicator data. The guide identifies over 100 child, family, and system outcome indicators and provides background information on each (definition, importance/meaningful, who is using the indicator, data sources, reliability and validity studies). The Indicator Book has drawn a lot of interest from independent research organizations and other states that are also struggling with identifying and tracking meaningful indicators for School Readiness and child well-being. Because SRI used the indicators developed by the national organization Child Trends, the California evaluation will be useful on a national level.

- **Equity Principles**

- Jane Henderson reinforced the State Commission's commitment to integrating the Equity Principles into all of the First 5's various programs and activities, and reported that the Advisory Committee on Diversity has taken up the charge to develop an Implementation Plan for the Principles on Equity.
- A small workgroup composed of Advisory Committee members and other experts (including representation from county commissions, Civic Engagement Project, SRI evaluation team, Foundation Consortium, etc.) met for the first time this summer to begin this critical work, and it is anticipated that a draft plan will be presented to the State Commission early next year.

- **First 5 Advocacy**

State Commission staff and CCAFA representatives are exploring development of a coordinated advocacy effort to develop a message within the overall theme of school readiness that addresses health, early learning, and systems reform.

- **AB 2800 (Chan) – State Commission's Sponsored Legislation**

The State Commission's sponsored bill this year, AB 2800, was signed by the Governor. It adds explicit language to the Prop 10 statute to authorize the State Commission to expend funds on "School Readiness" activities, and it authorizes the State Commission to allocate funds to county commissions.

- **SB 1661 (Kuehl) – Paid Family Leave**

The paid family leave bill authored by Senator Sheila Kuehl, which the State Commission co-sponsored with the California Labor Federation, was reported to be on the Governor's desk for action (and since this meeting, was signed by the Governor). SB 1661 will provide up to six weeks of partial pay for employees who need to take time off work to care for a family member or to bond with a new baby. The bill was significantly amended during the last couple weeks of Session -- from 12 weeks of leave to six, and from a program that would be funded 50/50 by employers and employees to a program fully funded by employees. The new "Family Temporary Disability Insurance Program" will go into effect in 2004.

## **6. CCAFA Report**

- Pat Wheatley, President of the California Children and Families Association, reported on the success of the August Staff Development Summit, which focused on cross-county information sharing. The evaluations indicated that county commission staff have a lot of experience now and greatly appreciate the opportunity to learn from one another.
- The CCAFA TA Committee worked closely with State Commission staff to arrive at the state regional TA proposal and felt the state staff were very responsive to counties' desire for flexibility in determining emerging TA needs.
- The CCAFA Evaluation Committee praised the responsiveness of SRI in the on-going development of the statewide evaluation process. It has been challenging, but has involved good collaboration, and many counties have found the indicator manual to be particularly helpful.
- The September CCAFA meeting was well-attended. It focused on state budget issues and advocacy strategies for the coming year. Discussions were held with state staff on the CCFC priority focus areas; counties strongly encourage the state to continue this dialogue to ensure that its investment in these areas results in maximum benefit to children and families.
- The October CCAFA meeting will include a special meeting of county commissioners who are interested in participating in advocacy activities on behalf of Prop 10 and services to children and families.

## **7. Revenue Forecasting and Commission Investments**

- Joe Munso explained the fiscal forecasting tool that has been developed by the State Commission in conjunction with CCAFA. The tool permits Prop 10 revenue projections to be modeled based on a number of variables, including population trends, consumption patterns, price, the elasticity of demand, and the potential for tax evasion at different price levels. The model is similar to those used by the State Board of Equalization and Department of Finance and will enable the State Commission and the counties to participate more knowledgeably in discussions with those agencies. State Commission staff will work with CCAFA in the coming weeks to agree on common assumptions and will present forecasts based on those assumptions at the October CCFC and CCAFA meetings.
- Joe Munso noted that state staff are working with CCAFA to address concerns raised by the GAO regarding noncompliance with the Jenkins Act, which addresses tobacco tax collection across state lines in relation to internet sales.
- Joe presented a possible scenario for CCFC's funds in the next 5 years, if all factors were to remain constant. It includes carry-over funds from past years and the ability to transfer unexpended administrative funds to programs. At the current rate of anticipated revenue decline, by 2007-08, income will be sufficient only to fund core

CCFC programs. Other potential CCFC investments need to be considered in that light. All plans will have to be modified if the tobacco tax is raised in a future year, and the issue of a backfill for potential losses will become an important policy consideration.

- Joe reported on the final State FY 2002-03 Budget as signed by the Governor on September 5. It closes the estimated \$23.6 billion revenue gap through a combination of program reductions, borrowing against future tobacco tax settlement receipts, loans, education spending deferrals and reductions, fund shifts, temporary suspension of tax credits, assumed federal funds, and restructuring of the state debt. Most of these mechanisms will not be available again next year, and the budget gap may still be significant.

**8. Technical Assistance - Regional Allocations**

The State Commission approved \$1 million total for two years for Technical Assistance Regional Allocations to County Commissions to support the School Readiness Initiative, Principles on Equity, and other State Commission priorities. The funds will be allocated to a lead county in each of five regions: Northern, Central, Southern, Bay Area, and statewide. Each region will determine its TA priorities and how to address them. The statewide region will coordinate among the regions and plan for statewide needs. All regional trainings will be open to counties from other regions. Up to five percent of the funding will be available to support the administration of the program. The proposal was developed in conjunction with the California Children and Families Association TA Committee.

**9. Adaptation of the Kit for New Parents**

The State Commission discussed an overview of the research that was presented to the Advisory Committee on Diversity to adapt the Kit for New Parents into three additional languages (Korean, Vietnamese and Chinese -- Cantonese and Mandarin). Staff recommended the issuance of an RFP in order to receive cost proposals, which will, in turn, help the Commission determine an appropriate funding level for adapting the Kit into additional languages. Because the Kit has several individual pieces (6 videos, 8 brochures, 1 Parents Guide, 1 baby book, plus the outer box), developing a comprehensive budget and implementation plan is fairly complex. By conducting an RFP that includes cost proposals, the Commission will be able to determine which pieces of the Kit should be adapted based on very precise budget information. During its October meeting, the Commission will take action on staff's recommendation to release an RFP.

**10. Annual Review of Guidelines: A Resource for Developing Prop. 10 Strategic Plans**

Health and Safety Code Section 130125(b)(3) requires that the State Commission "...on at least an annual basis, periodically review its adopted guidelines and revise them as may be necessary or appropriate." In Fall 2000, the State Commission determined that no revisions to the Guidelines were yet needed. Last year the Guidelines were revised to incorporate the Commission's Principles on Equity.

The State Commission determined that there will be no revisions to the Guidelines this year. At some point in the near future, there will be a need to revise the Guidelines or to issue a companion resource that documents promising practices in School Readiness,

specific program areas funded by the Commission (e.g., the focus areas), implementation of the Principles on Equity, and program evaluation. However, it would be premature to develop this resource at this point in time.

**11. First 5 Corps**

The Commission received information regarding the statewide partnership, First 5 Service Corps, which is supported by GO SERV (AmeriCorps), VISTA, Senior Corps, California Community Colleges, California Alliance for Prevention/Child Abuse Prevention Council, California Children and Families Association, and CCFC. The First 5 Service Corps is the top priority of the California Children and Families Association to work in partnership with the State Commission. The Commission was asked to consider providing GO SERV with \$350,000 for each of two years (total \$700,000) to support administrative technical assistance, evaluation, and recruitment efforts for the first two years of this four-year initiative. The proposal was discussed at this meeting and will be acted on in October.

**12. School Readiness Initiative – Application Filing Date**

The Commission discussed giving the Executive Director delegated authority to extend the timeline for the submission of School Readiness Matching Funds Applications beyond June 2003, upon request from County Commissions. Working through outreach with school districts and local partners and developing the county-level review process has been a challenge in some counties. The 13 rural counties that recently received funding allocations may also need additional time for development and application. The requested authority would provide commission staff with the ability to be responsive to county requests for an extension with their SR application if/when that is necessary. When the Commission approved the SRI in July 2001, the agenda item included a two-year application period ending June 2003. The Commission will act on this item in October.

**13. School Readiness Initiative: Year in Review**

Four County Commissions and representatives of their broad local collaboratives provided information on their accomplishments and challenges in developing and implementing School Readiness Programs.

- Lassen County – focused on collaborating with a CBO to implement the School Readiness Program in one very rural community and their plans and successes with spreading SR Programs to other communities.
- Fresno County – discussed their process and progress in working with four diverse communities with unique characteristics and the important role of the school principal.
- Santa Clara County – illustrated the importance and effectiveness of engaging families with young children and communities around their hopes for their children's futures; and how this inspires schools and partner agencies.
- Orange County – demonstrated the power of building on the assets of local communities to design and support School Readiness Programs that address families' priorities and build capacity of schools and partner agencies to work together.

The September applicants include 35 SR Program applications, representing 16 counties (10 new). We now have 33 counties – approximately 90 School Readiness Programs in process.

**14. Adjournment and Next Meeting**

The meeting was adjourned at 3:00 p.m. in memory of Katherine Kerr, the chair of the Alpine County Children and Families Commission, who was killed in a car accident on September 13. The next meeting of the California Children and Families Commission is October 17 in Long Beach.